The Intelligencer

Loyola Campus, June 21 1976

Campus people work towards Olympics

With the Olympic games a scant five weeks away, Montreal is involved in frenetic activity. Tourist facilities are crowed, and all airlines are scheduling extra flights to Montreal. At Loyola, and with all of Concordia, are working at a rushed pace in order to complete their own Olympic work.

Dr. Ed. Enos, the Chairman of the Department of Bio-Physical Education Director of Athletics, is a member of the Olympics Pastoral Committee. Enos is presently conducting Concordia's study tour in Russia. The pastoral Committee will be responsible for the religion needs of the visiting Olympic delegations.

George Short, the Assistant Athletic Director, is involved in two Olympic activities. A former sprinter. he is the Canadian Olympic Attache to the Hong Kong delegation. He is also the director of Olympic Club Canada, an organisation of former Olympic Athletes. Mr Short competed in the 1960 Olympic Games.

Pat Boland has been assigned to do the colour commentary for CBC's coverage of the Women's Basketball Competition. Ms. Boland is the Women's Athletic Director for Concordia University. She has been at the university for five years, and is a former national team player.

Hiroshi Nakamura, who conducts judo classes here, coaches the Canadian Judo Team. He has been the National Judo Team coach for three years. Three of his group are Concordia students. One of them, Brad Farrow, won the Gold Medal in the Pan-Am Games in the lightweight division. The National Team has been using the Concordia facilities for extensive training during the past month.

For further details on the participation of Concordia in the Olympics, contact Mike Hickey, Sports Information Director.

Lacolle job

Personnel informs us of a job opening for a coordinator for the Lacolle Centre. The successful candidate will function as both the coordinator and member of a team responsible for the use of an off-campus learning centre facility. Other job duties include assisting in design and evaluation for group-classes using the centre; the design and execution of programs sponsored by the centre on-campus and off-campus, (at the Centre itself). Further, the job includes acting as a liaison with faculty and student groups and research and designing interests in the area of adult learning, group development and organisational development.

The applicant must have an M.A. or equivalent; preferably experienced in innovative education; previous University experience an asset but not essential; bilingualism an asset.

Please submit resume in confidence to: Nancy Barnes, Personnel Office, Loyola Campus, Concordia University 7141 Sherbrooke St. W.

Deadline for submissions is June 30

Libraries have new director

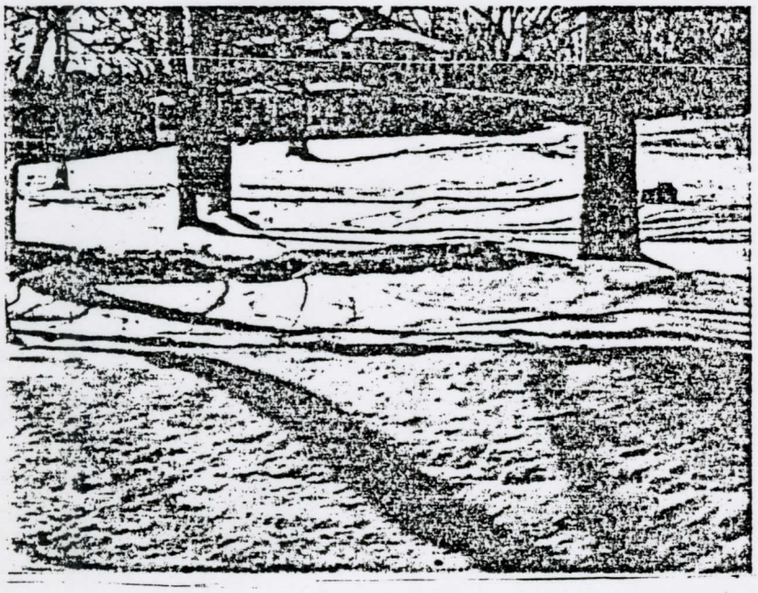
The appointment is announced of P.E. Filion, S.J., as director of Libraries, Concordia University, effective as of September 1, 1976.

Dr. Filion has had extensive experience in library, initially with the Jesuit community and subsequently with Laurentian University where he founded

the University Library. Since 1970, h has been the coordinator of libraries for the University of Quebec, where h had chief responsibility for the organising of the network of libraries of the University of Western Ontario.

From Graham Martin, Vice-Rector, Administration and Finance.

Lacolle moves on



The Lacolle Centre's objective is the development of alternative learning facilities for Loyola. The Centre is situated 30 miles from Montreal, in easy reach of th city for those groups wishing to take advantage of the country-side facilities

Projected summer uses includes special think-tank preparations for the upcoming academic year and informal get-togethers designed to create closeness before the year's work is upon us.

Previous courses conducted at the Centre include a two-week astronomy session. This summer, a two-week French immersion course will be using the informal atmosphere to increase concentration. Other projects for the vacation include a Loyola high school weekend, and a staff session of the Loyola News.

If you or a group wish to use the facilities offered by the Lacolle Centre, the person to contact is Bill Gilsdorf at Local 344. Priority is given to Loyola students, staff and administration, but if the Centre is free for a period of time it is available to outside groups at the discretion of the organisers.

On June 23rd at 9 p.m. the outdoor summer film series will present: Only Angels Have Wings (1939) directed by Howard Hawks and starring Cary Grant and Jean Arthur. The film features the saddest movie death ever-handkerchief recommend, but not compulsory for admission.

In the grove outside the Bryan Building. (in case of rain, AD-128). Free admission.

THE INTELLIGENCER will be published weekly at Loyola during the summer. If you have information of interest to the Loyola community, please contact us personally at the Information Office, AD-233 or call us at extension 313 or 421.

Manpower: cheerful help

The atmosphere at the Loyola Campus Canada Manpower is one of cheery helpfulness-any job problems seem less harsh when related to the smiles that could melt even the harshest employers. Isobel Cloake, a counseller at the Centre, expresses optimism in an economic situation that has made summer job-hunting an increasing headache for students and counsellors alike. "Loyola students have a good reputation with employers They're considered to be good workers We haven't had much in the way of complaints about either our graduates or our students."

Surprisingly, the job situation has not noticably improved with the Olympic "There are a lot of minimum wage jobs available, many of them in hotels and restaurants. At this point, we have the same amount of jobs available as last year. It would be nice to see a steady increase from year to year, but we have placed around 500 students. The summer started off slowly for most student Manpower Centers. It's gotten to the point where we don't predict the job situation. So much depends on changing factors, the area, the employers... many places have their own applications on hand, and don't work through us."

The staff at the Centre includes five people. "There's a supervisor, two full-time counsellors, one full-time assistant counsellor, a receptionist and one student for the summer. The point of our being here is to help. We have a good group we all care about what we're doing. Sometimes we get mad, or lecture, but only because we want to see everyone succeed.. We're not necessarily behind the work ethic, but we want to see all the people that come here be happy with the results of our efforts."

"Sure, it's frustrating sometimes." But then, so often, the truly productive things about jobs and job-hunting are. The students do their own public relations through their attitudes and their work. And by judging the enthusiasm at the Centre, Canada Manpower has some productive relations of their own.

CULLINGS

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ROOSEVELT DOUGLAS
... avoids deportation

Activist leaves for Jamaica

MONTREAL (CP) — Roosevelt (Rosie) Douglas left here Friday on his way to Jamaica, his chosen destination, to avoid deportation to his native Dominica, an immigration spokesman said.

Douglas was imprisoned in October, 1971, after his conviction on charges arising from the smashing of the Sir George Williams University computer centre here in February, 1969.

Jean-Claude Patinaude said Douglas left Montreal's Dorval airport at 9 a.m. EDT to catch a connecting Air Canada flight to Kingston, Jamaica, leaving Toronto at 11 a.m.

Douglas, who was ordered deported Tuesday after failing to leave the country as ordered April 20, was granted a delay by Immigration Minister Robert Andras, who agreed to allow Douglas to seek entry to Jamaica.

Douglas' lawyer, Juanita Westmoreland-Traore, sent a telegram to Mr. Andras after Douglas was arrested here Wednesday, asking the minister to delay the deportation order, or failing that, to permit the 34-year-old Dominican to leave Canada on his own for Jamaica.

He had expressed fear, for his life if he returned to the Carribean island of Dominica because of possible reprisals against him for political activities.

To reach adults

The Gazette June 9

CEGEP chiefs want more

CEGEPs will need extra financial resources to make teaching more accessible to underprivileged areas and to improve the quality of adult education, Andre Trudel, chairman of the Federation des CEGEPs, said yesterday.

The government must lift recent budget restrictions on education and allow extra funds to make colleges "really democratic", Trudel said.

The need for extra funds for CEGEPs comes hard on the heels of recommendations at the annual federation congress to improve college system.

"Adult education has to become integrated in the school life and adults have to enjoy services denied them now. We have neglected this sector in colleges", said Jacques Laberge, director general of the federation.

At present, most adults taking courses in colleges do so at night when services such as audio-visual and photography equipment are unavailable and when counsellors have left the building.

"Adult education is now considered as a side program and needs to be put at the same level as day school", said Laberge.

Colleges with a high concentration of adults studying could be open 15 or 20 hours daily, he said.

Laberge said there could be several meanings to the notion of a free institution and that the actual CEGEP formula was not democratic and totally accessible despite the lack of tuition.

The Federation des CEGEPs insisted on the necessity for each CEGEP to be financially independent with decentralized administrations.

MONITOR
JUNE 9 1976

Fixed focus Camera contest

monitor June 9 - 76

If you think you're good with a fixed focus camera then think about entering Concordia University's Fixed Focus Competition.

Here are the rules: Photographs must have been taken after January 1. All prints must be printed on 8 x 10 paper. (Polaroid shots can disregard this rule). A maximum of six prints per person are allowed. Deadlines for entries: July 10.

The prizes include a dinner for two in Chinatown, sets of Mike Mandel baseball cards, posters by Diane Arbus, Eugene Atget and Chris Enos, a book of bus and metro tickets, an original print by a Quebec photographer, a George Eastman T Shirt and a book on photographic criticism.

Honorary degrees granted

Gazette June 2

Concordia University has granted honorary degrees to Larkin Kerwin, rector at Laval University in Quebec City and to the Rev. Gerald Emmett Carter, Bishop of London, Ont.

George Fierheller of Ottawa, computer software pioneer, prof. Charles Fox of Montreal, Justice Gerald LeDain of Ottawa and poet Irving Layton of Toronto will also receive honorary degrees.

Former newspaper art critic Robert Ayre from Montreal will receive his degree in the fall.

About 2,300 students will receive degrees or diplomas from Concordia at the 1976 convocation.

About 4,145 students will receive diplomas or degrees, from McGill University, where convocation sessions end tomorrow.

At the University of Sherbrooke, where convocation took place Saturday, honorary degrees were awarded to Arthur Tremblay, deputy minister for intergovernmental affairs and to Northrop Frye, University of Toronto professor.

← Gazette
9 JUNE
1976

One-act plays

Two one-act plays, The Japanese Puzzle directed by Bruce Bailey and The Perils of Pandora directed by Ann Elsdon, are to be presented June 17, 19 and 20 at 9 pm at the Loyola Campus Centre, 7141 Sherbrooke street west. Adults $2, students $1.50.

WESTMOUNT
EXAMINER
10 JUNE 76 ↑

Gazette June 11 1976 ↓

WORLD OF SPORT: In his 30 years as coach of Loyola High School's senior hockey club, Ed Meagher's teams have won no less than a dozen city championships. "I thought it was something like 10," Meagher was saying yesterday, "but after we won this year, they checked and found it was our 12th." He's never kept tabs on that sort of thing, yet he knows what most of his boys, hundreds of them, are doing today. And it will take them by surprise to learn that Meagher, at 50, is moving on to another school near Toronto. Long before politicians embarked on anti-violence crusades in hockey, Meagher brooked no dirty tactics on his teams. Rather, he instilled the firewagon fundamentals of skating and headmanning the puck. Thus, his clubs have set a city-wide standard of good play and sportsmanship over three remarkable decades. Quite an achievement.

La Presse June 7

Boursiers

L'Ordre des ingénieurs du Québec annonce que des bourses de $500 chacune ont été remises à MM. David Janigan, de l'université Concordia; Claude Goulet, de l'université Laval; Jean Nesset, de l'université McGill et Ghislain Lessard, de l'Ecole Polytechnique de Montréal ainsi qu'à Mlle Danielle Bernard, de l'Université du Québec à Chicoutimi. L'Ordre des ingénieurs laisse à chaque faculté ou école de Génie du Québec, le soin de déterminer quel est le plus méritant parmi leurs étudiants. Le lauréat de l'Université de Sherbrooke ne sera connu qu'au cours de l'été.

French fact is not myth; you forget at your peril

By NOEL WRIGHT

French Canadians are just Canadians who speak French. Right?

Wrong.

Well, French Canadians are Frenchmen who happen to live in Canada. Right?

Wrong again. And if you want to tackle the French Canadian market successfully you had better learn what makes it tick, warns Bruce Mallen, professor of marketing at Concordia University.

Successful selling in the French Canadian market requires more than simple translation of English language campaigns, he told the Canadian Pharmaceutical Marketing Research Association last night.

He described the French Canadian market as "anti-assimilationist," though not overtly separatistic.

"Marketers must consider the element of humanistic and Latin outlook on the part of the French Canadian. The cold rational appeal may be the wrong answer," he warned.

Above all, be completely aware of the flux this society is in, and keep your self informed of changes and trends. "There are no universal truths for a market in such a state of social flux," said Dr. Mallen.

Nevertheless, it is important that marketers understand the salient differences between English and French markets. For example, compared to other Canadians, French-speakers tend to own fewer assets, whether in the form of homes, stocks and bonds, while being significant consumers of gasoline, liquor, food and clothing.

Home made soup

Studies point up other important characteristics. For one, premium priced products are better accepted in Quebec than in the rest of Canada. For another, 60 per cent of Quebec food sales are made by independent grocers, compared to 38 per cent in Ontario.

Home made soup is served in 80 per cent of all French Canadian homes, while margarine has never caught on. Per capita expenditures on perfume are higher than elsewhere in the country, and decaffeinated coffees are more popular.

Quebecers have a notoriously sweet tooth, leading the other provinces in per capita sales of soft drinks, corn syrup, mollasses and other sweets. In Quebec homes a full meal is served both at noon and in the evening. Beer comsumption is 95 per cent ale, five per cent lager as against Ontario's 55 to 45 per cent split. Nearly all the Geneva gin sold in Canada is sold in Quebec.

Dr. Bruce Mallen

Getting down to the really fine detail, Dr. Mallen said that the French Canadian housewife buys twice as many olives as her Ontario counterpart, but only one quarter the amount of pickles. Further, the olives must be unstuffed and unpitted.

Anything lemon doesn't sell here — anything chocolate does. Quebecers buy more headache remedies per capita than other Canadians.

Homemakers

Perhaps more significantly, the French Canadian woman sees herself in the role of homemaker, much more so than her English-speaking counterpart, and is more involved with the children, cooking and cleaning. In preparing foods she is less concerned with convenience, which means she is likely to buy more gourmet foods.

She is also super clean and sees a greater need for disinfectants, bleach and so on than does her English-speaking counterpart. Needless to say, she is more fashion conscious, and at the same time more conservative.

All of which is very interesting, but explanations of the differences between English and French Canadians conflict. Basically, there is some dispute whether cultural or economic factors are the more important.

The economic argument points out that the Quebec market is smaller, poorer and slower growing. Quebec has four fifths less of its population in the upper class and upper middle class and over one quarter more of its population in the lower class.

Economic factors may explain some of the purported differences between the French and English market. For example, French Canadian reluctance to try new products may be due to inadequate media exposure. Greater loyalty to national brands is probably partly explained by the greater incidence of independent food retailers.

Cultural factors

However, cultural factors — especially the quiet revolution, which Dr. Mallen describes as a "nationalistic renaissance into 20th century materialism" — also play their part.

"The sociology of French Canada is a sociology of change. This change is affecting the culture's philosophical and psychological outlook, its power structure, its educational forms, its internal relationships and its social stratifications," said Dr. Mallen.

However, one startling conclusion comes from studying all these various factors — the French Canadian's value system is merging with that of the English Canadian.

"The French Canadian is becoming more and more rather than less and less, like any Anglo-American," said Dr. Mallen.

This fact provides a partial explanation for contemporary French-English strife — "people who want the same pie tend to generate conflict over their relative shares. People who want different "pies" have far less to quarrel over" said Dr. Mallen.

Not that both markets can be appealed to in the same way — Far from it.

Fearful

French Canada has always been fearful of assimilation and has always taken a positive stand on its identity. It is a highly homegenous society with rigid defences against assimilation. (For example, it is difficult for French Canadians to accept French-speaking Protestants as truly part of their culture.)

A "seige mentality" has made French Canadians highly ethnocentric, and social change has not made them noticeably less so. A falling birth rate and immigrant intergration into the English language community only exacerbate the situation.

"Francophones are concerned that they could still end up as a small minority, a folkloric curiosity rather than a vibrant, growing, social group," claimed Dr. Mallen.

Marketers should keep this attitude in mind when devising strategies for the Quebec market.

"There are religious and social taboos that the marketers should not inadvertently break."

CULLINGS

Staff photo by John Daggett

David and Janet Carter pose in front of Loyola after receiving BA degrees Saturday from Concordia University.

June 14-1976 The Montreal Star

British couple, grandmother among Concordia's graduates

A British-born couple who met at the Sorbonne in Paris were among 600 students to receive BA degrees yesterday from Concordia University.

David Carter and his wife Janet, who met in 1968 while teaching at the Sorbonne as assistants, received degrees in French and education.

They emigrated to Canada in 1970 following a honeymoon in Paris.

"We've never regretted coming to Canada, but can't say we're too happy about the Quebec education scene right now," said Mr. Carter, referring to the contract dispute between teachers and the Quebec government.

The Carters, who both teach French although David started as a kindergarten teacher in England, have two children, Jamie, 4, and Amanda, 2.

They were among students from the Sir George Williams faculty of arts although the graduation ceremony was held at the Loyola campus.

Another graduate, Mrs. Sara Kape, 57, is a grandmother. She received her degree after studying 11 years at Sir George Williams.

"I did this for enrichment and self-improvement," said Mrs. Kape, who majored in Judaic studies. "Now for a master's!"

Justice Gerald Le Dain, who served as chairman of the federal government's commission of inquiry into the non-medical use of drugs, addressed the convocation and, along with Irving Layton, a former poet in residence at Sir George Williams University, received an honorary law degree.

George Fierheller, president of Systems Dimensions Ltd., was guest speaker Saturday during graduation ceremonies for 227 students from the university's faculty of engineering and computer science.

Mr. Fierheller, whose company specializes in computer servicing, said that despite problems, the Western world is improving its standard of living.

"We have been getting healthier, living longer, having more leisure time and gaining more in a material and non-material sense than at any time in our history," he said.

One of those trying to improve the efficiency of energy use is Jaroslav Svoboda, who received a doctorate in engineering.

Mr. Svoboda said he has conducted research at Concordia for the last two years to develop a new transmission system which would allow vehicles to travel 50 miles using a gallon of gasoline.

He said a prototype of the new system, which would also lower pollution emissions, could be built within a year.